

Partnership for Haddonfield, Inc.
Meeting Minutes – June 3, 2009

Meeting Attendees:

Board members: Rob Kugler, Jeff Kasko, Deb Hansen, Joann Verdi, Rosanne Tizzano, Ann Lawson, Justine Callahan, Marlee Lick, Gary Reses, Susan Maslowski , Deena Gersh, Lisa Blaber
Support Staff: Lisa Hurd, Rosalie Shapiro, Parker & Russo Associates

Unexcused Absence: Guy Elzey

Minutes from the prior meeting were approved.

Chairperson's Comments

Rob Kugler welcomed Commissioner Jeff Kasko to the PfH board of trustees as the Borough representative.

Treasurer's Report

Vin Parker reviewed the Treasurer's Report as of May 31, 2009. We have a balance of \$65,437 in the Susquehanna Operating Account. Current assets are \$119,956 and current liabilities are \$33,306 with a total equity balance of \$86,649. Net income is \$(10,471). This report includes the receipt of the first assessment of the Fiscal Year from the Borough in the amount of \$62,500. Receipt of the second assessment from the Borough in the amount of \$62,500 will reverse the net income figure to a positive amount.

The escrow account balance at The Bank is \$36,168 and is being used to pay obligations for which the Partnership is contractually committed in the form of existing recruitment grants.

Vin Parker noted that the encumbrance figure of \$12,500 that was established for the Javier restaurant will not be paid out.

A motion was passed to accept the Treasurer's Report.

Committee Reports

Professionals Committee (R. Tizzano)

Rosanne Tizzano reported that the website for the Professionals is being fine tuned, and the committee is seeking someone to promote it.

Rosie mentioned that the September 29 “A Taste of Haddonfield” evening event will be held at TD Bank in Haddonfield. This event will be funded by the Partnership instead of requiring restaurants to pay for it.

The mission of the Partnership for Haddonfield is to provide leadership that produces the best downtown in the region by creating and promoting a superior business mix, and enhancing the image of Haddonfield in the marketplace.

Retail Retention and Recruitment Committee (D. Hansen)

Deb Hansen reported that 4 more businesses have applied for the retail retention grant program that was announced in March, 2009: *Hugh's Clock Shop*, *Beaute Ange*, *Pretty Sweet Bakery*, and *Fuji Restaurant*.

Deb reviewed the details of the requests, and the board voted to approve the 4 requests in amounts ranging from up to \$500-\$1,000 in accordance to the criteria.

Rosalie Shapiro presented a proposal that the retention funding amount for 2009 be increased from \$12K to \$17K, and the recruitment funding amount be reduced by \$5K to \$43K. The total line item dollar amount of \$60K will remain unchanged in the 2009 PfH budget. The board unanimously passed this motion.

Lisa Hurd reported that she is working with prospects for the space vacated by Javier Restaurant. A potential new tenant has applied for a loan through The Bank. This potential tenant would have an anticipated opening date in September. A special board may be needed this month if the timing of approval of a grant by PfH to this potential tenant becomes critical.

Lisa stated that *The English Gardener* and *Pipsqueak* are relocating their businesses to Kings Highway, resulting in vacancies in side street properties. *Three Beans* has closed, and *Karen Interiors* is a new vacancy this month.

Administration Committee (R. Kugler)

Rosalie Shapiro presented rewritten charters for Business Support Committee and the Visual Enhancements committee. Those revised charters are attached. The board approved a motion to accept these charters.

A motion was passed unanimously by the board to add Joe Haro to the Visual Enhancements Committee as a representative of the Garden Club.

Rosalie presented a proposal to vote on a revised Attendance Policy for the board and Committees. See attached. This policy was passed unanimously by the board.

Marketing Committee (G. Reses)

Gary Reses reported that the next *First Friday* event is set for June 5th.

Gary noted that an activity report for MB and Associates has been completed to reflect year-to-date accomplishments.

Ideas were discussed on creating a press release outlining mid-year accomplishments, sending out e-blasts twice a month, taking advantage of no-cost opportunities to get information to the public.

This will be followed up in Administration.

Arlene Fiorilli reported that the Craft Fair is progressing very well, and Susquehanna Bank will be a major sponsor.

Gift certificate sales for the May 1st through May 10th special discount timeframe was \$2,805.

Business Support (J. Verdi)

Joann Verdi commented that the Coffee and Conversation held at George Girl was well attended and resulted in a lively discussion on marketing. Complaints surfaced on insufficient police presence in town and inadequate lighting in parking lots. A meeting is being set up with PSE&G regarding

lighting. The next Coffee and Conversation will be held at *Georgie Girl* on May 21st. A Jazz Blues festival is being planned for Sundays in August.

Joann reported that the sign indicating businesses located on Tanner Street has been installed.

Visual Enhancements Committee (J. Callahan)

Justine Callahan reported that new directional signs will be created to indicate MORE SHOPS on side street “corridors”, similar to what was created for First Friday. These signs will use the same colors and look as the Tanner Street sign to create a cohesive look.

Justine mentioned that the committee is reviewing cost options for balloons on Tanner St. during special events.

Joe Haro is researching the cost of cement planter pots so that more flowers can be displayed.

Additional flag bracket and flags need to be purchased, and costs are being obtained.

Borough News (Sharon McCullough)

Sharon McCullough stated that the Mechanic and North Haddon parking lots are being re-stripped, and prices are being obtained for re-stripping the rest of the parking lots.

Board of Trustees Comments – N/A

Deb Hansen commented on how good Kings Court looked and that it was being kept clean.

Public Portion of the Meeting

Kirk Peterson recommended a townwide Taste of Haddonfield event featuring restaurants, and a Book Festival that would be sponsored by the PfH.

Next Meeting: Wed, 07/01/09 8:30 am – 9:30 am, Borough Hall, Large Auditorium

Respectfully submitted, Rosalie Shapiro

06.03.09 pfh minutes